



# Staying Ahead of the Customer Curve in 2019

## Nate Baker

Nate is the CEO and cofounder of Qualia, the leading title, escrow, and closing platform. On track to become the U.S. real estate industry's default closing platform, approximately 10% of all real estate transactions nationwide currently close on Qualia through the 1000+ title companies on the platform.

## Ben Rubenstein

Ben founded Opcity to improve the end-to-end homebuying experience through the use of data and technology. After just 2.5 years, Opcity was acquired for \$210M by News Corp, operator of Realtor.com. More than 700 title companies use Opcity to meet agents, loan officers, and consumers in their area.



# Qualia by the Numbers

10%

of U.S. real estate transactions are already powered by Qualia

\$40M

invested by Menlo Ventures, Formation8, Bienville Capital, and real estate investors Barry Sternlicht and the LaFrak family

1000+

title agents use Qualia to manage their business and close real estate transactions

100,000+

Loan officers and real estate agents have already closed a home using Qualia

# Opcity by the Numbers

#1

Lead buyer in the nation

4.1B

In home sales transactions

6,500

Brokerages partner with Opcity

2M

Calls every month

50,000

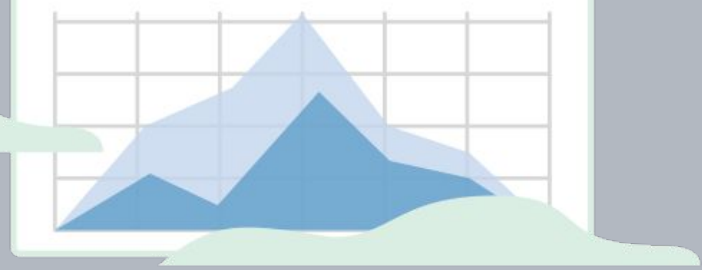
Agents use Opcity to  
improve their close rate

350+

Full time sales agents



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- 1/ Revenue Expansion
- 2/ Optimization for Costs

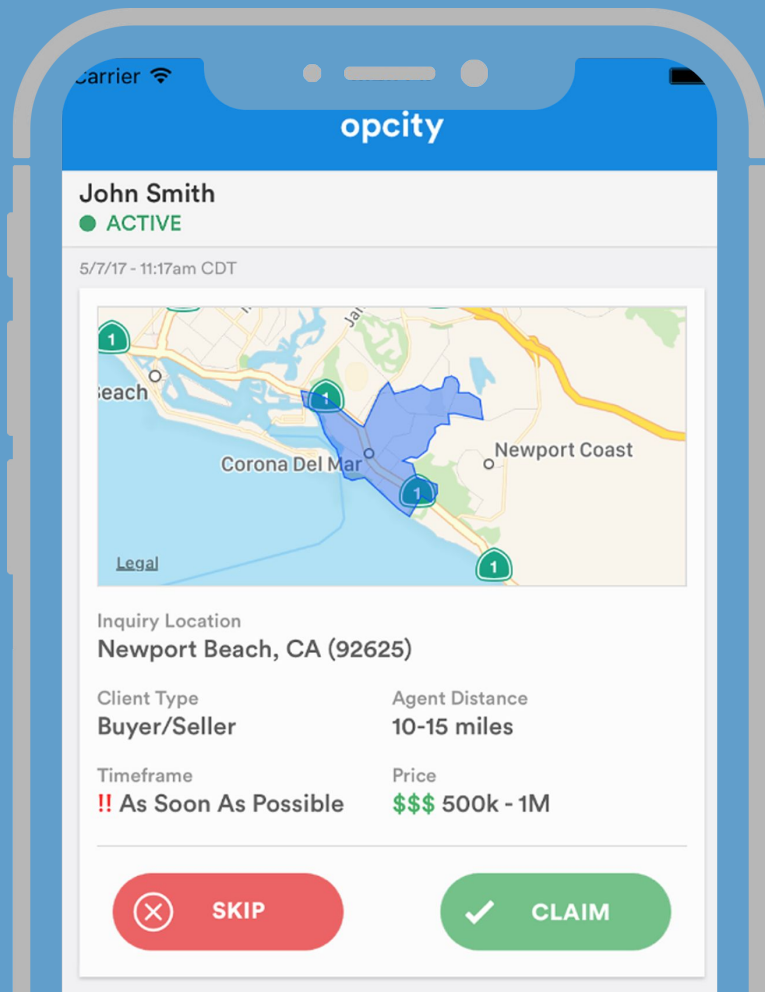


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# Optimizing Revenue Growth by Focusing on Realtors



Title companies must  
think differently  
about engagement





# 4 seconds

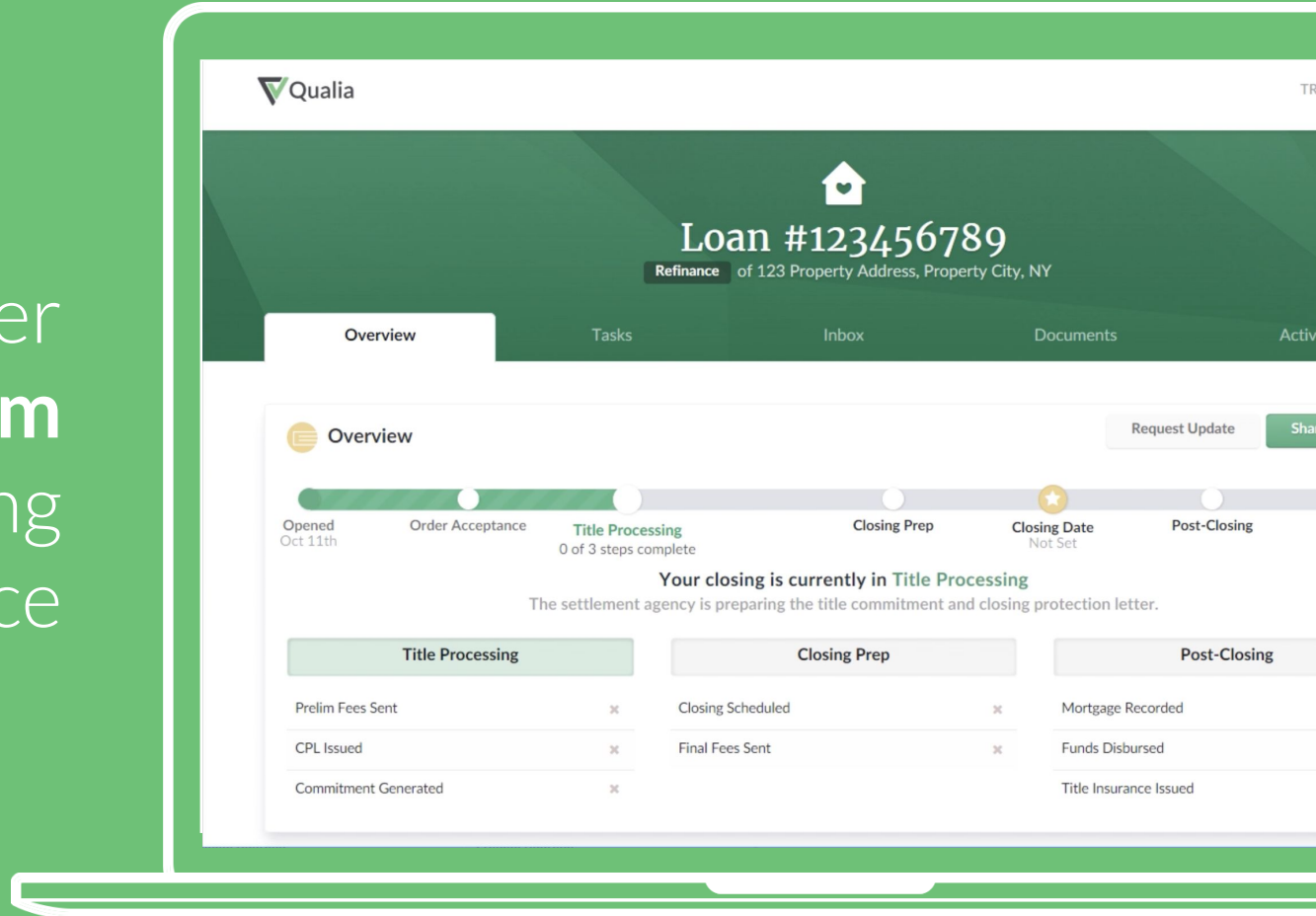
Median time for Opcity agent to contact  
an online lead

# 94%

of leads contacted in 90 seconds or less



# Deliver A Premium Closing Experience



## Adopt E-Signature

Customize how you would like to sign your documents

### Confirm Name

Issue with your name? [Send a message](#)

YOUR LEGAL NAME  
Evan Drewson

### Create Your Signature

You can also [draw](#) or [upload](#) your signature.

Formal Quirky Neat Expressive Classic

*Evan Drewson*

EVAN DREWSON

☐ I agree to the [E-Signing Consent Agreement](#).

By checking this box, you are confirming that you reviewed and agree to the E-Signing Consent Agreement. You are also confirming that you have an active email address and can access and review PDF files.

Back

Adopt Signature

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Customize how you would like to sign your documents

### Confirm Name

Issue with your name? [Send a message](#)

YOUR LEGAL NAME  
Drew Evans

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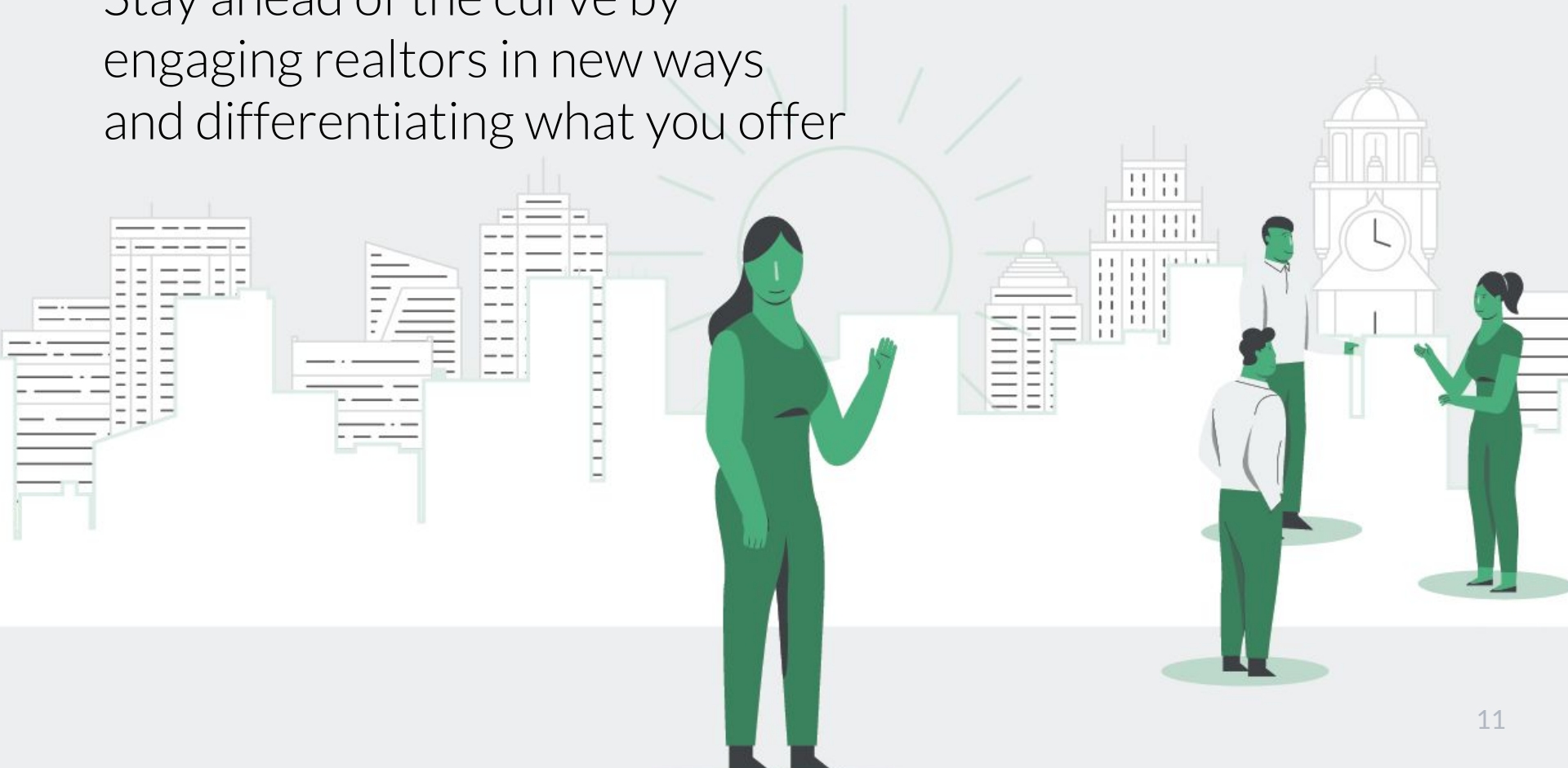
*Drew Evans*

DREW EVANS

☐ I agree to the [E-Signing Consent Agreement](#).

By checking this box, you are confirming that you reviewed and agree to the E-Signing Consent Agreement. You are also confirming that you have an active email address and can access and review PDF files.

Stay ahead of the curve by  
engaging realtors in new ways  
and differentiating what you offer

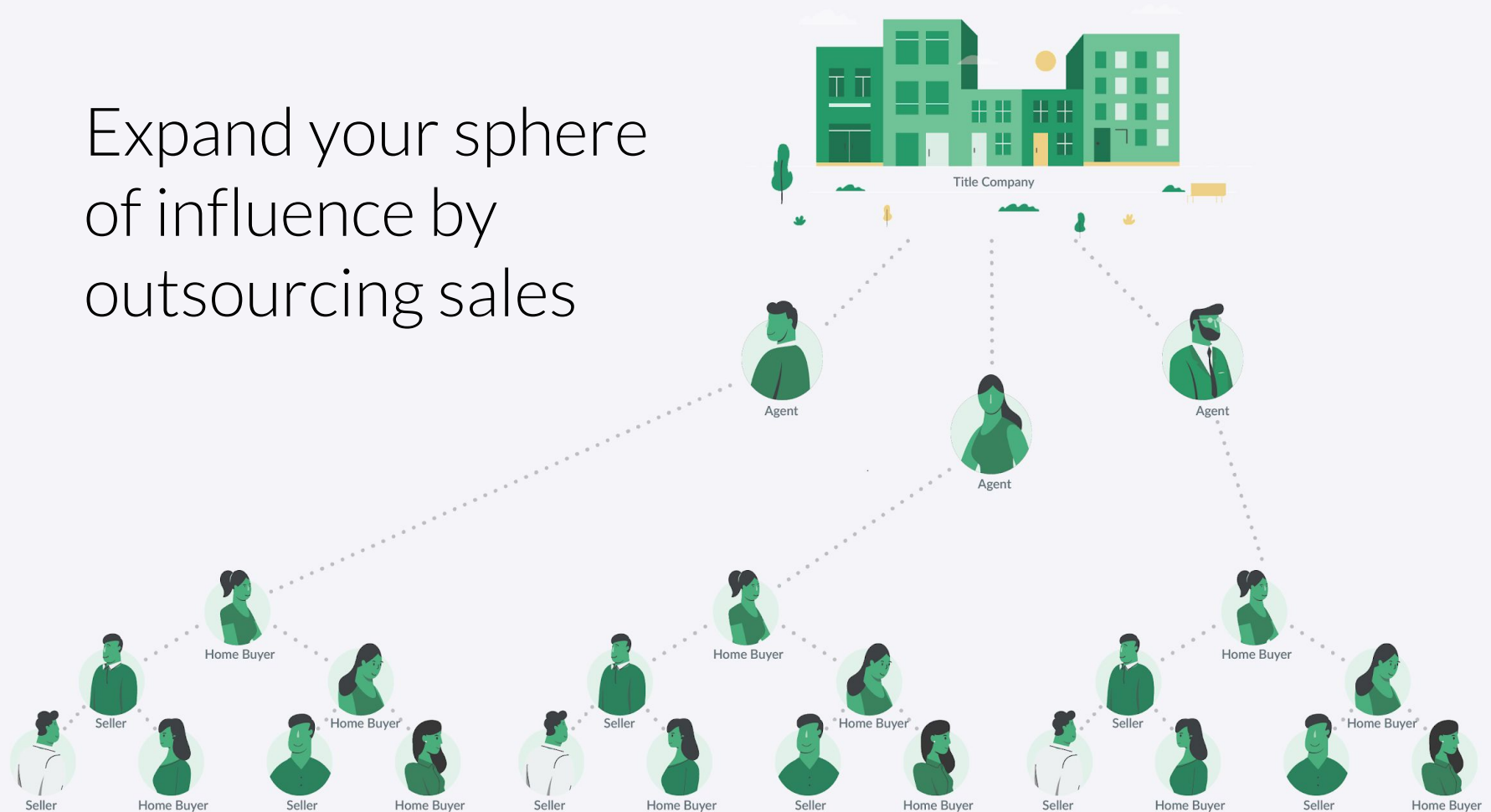


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## Optimizing the Cost Side of Your Business

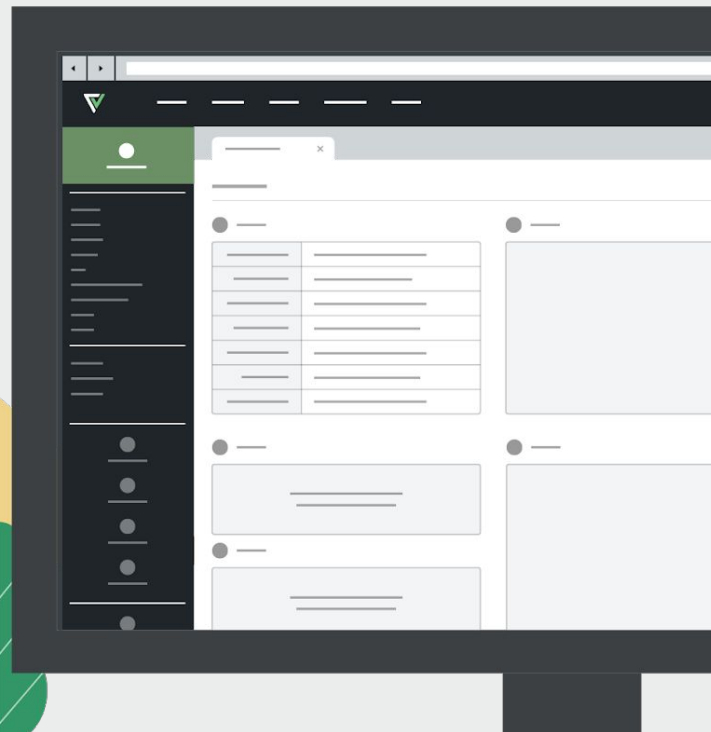
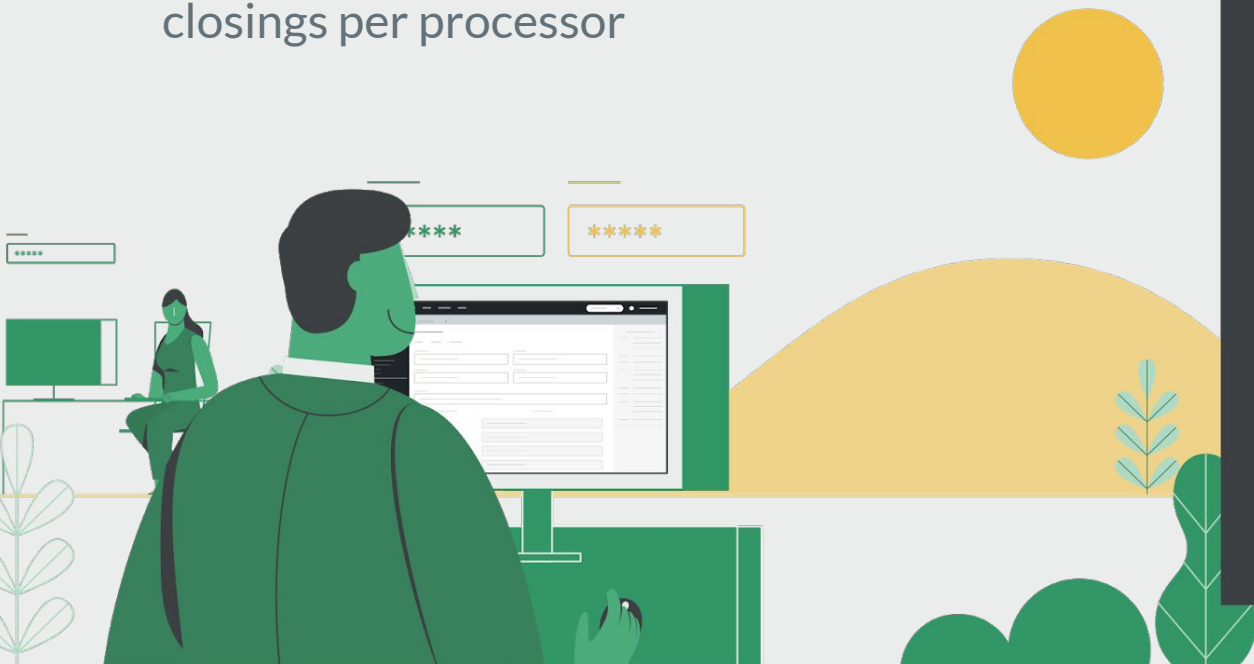


Expand your sphere  
of influence by  
outsourcing sales

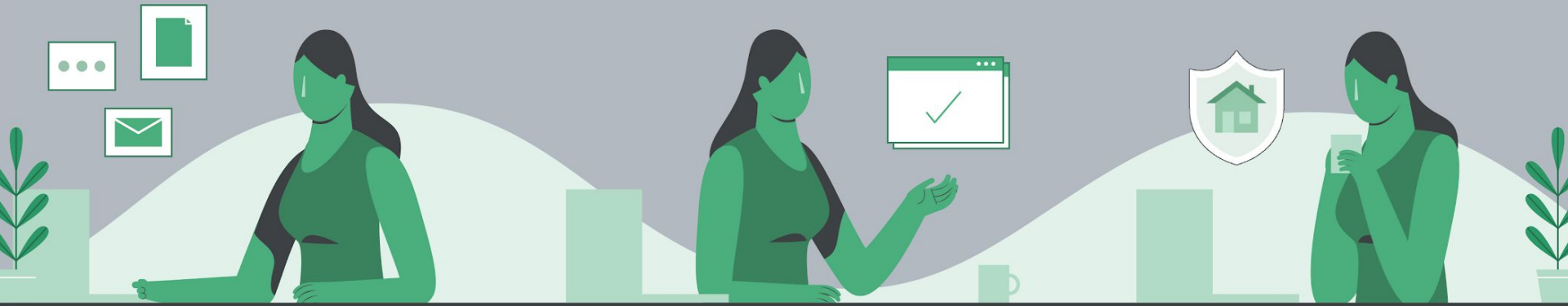


# Use the best tools to automate your business

Qualia users report a 2x increase in closings per processor



# How to minimize business risks with internal operations

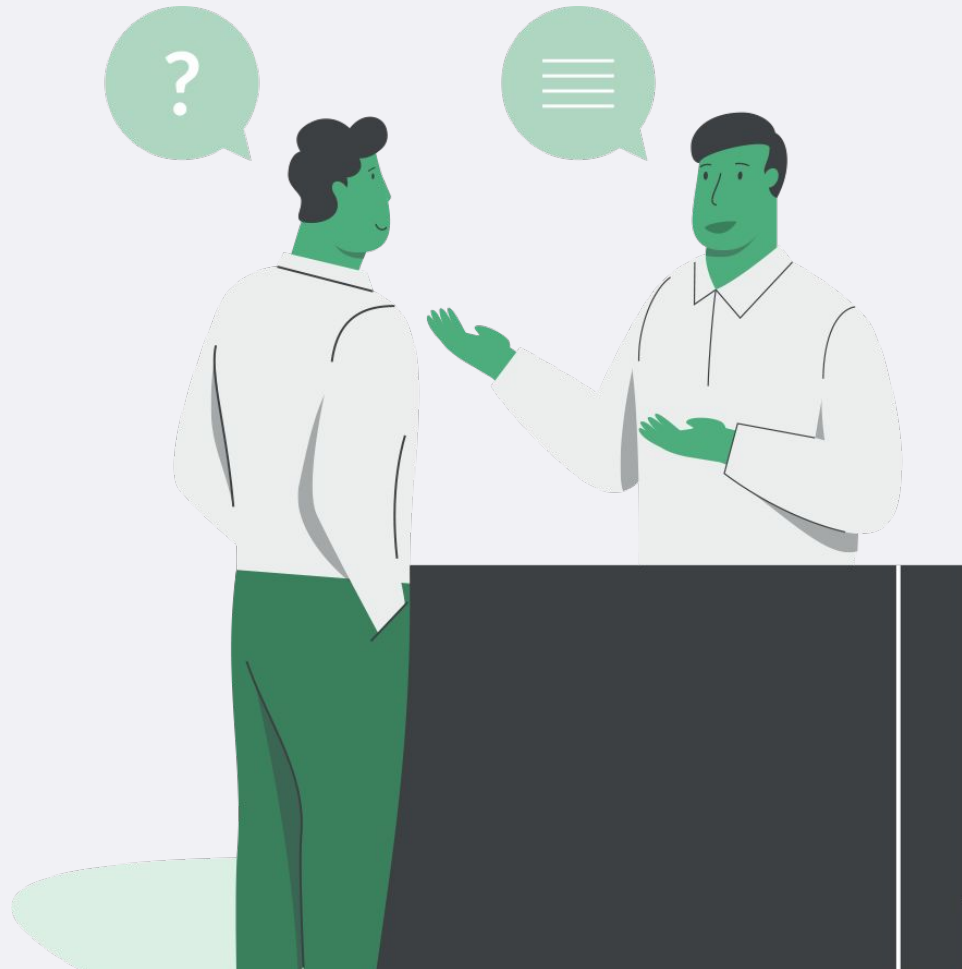


2019 and beyond





# Q&A





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